

**To the Honorable Council
City of Norfolk, Virginia**

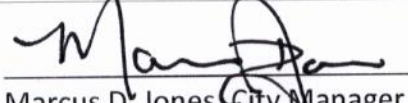
June 23, 2015

From: Jared M. Chalk, Senior Business
Development Manager

Subject: VDOT Integrated Directional
Signing Program

Reviewed: 
Peter H. Chapman, Deputy City Manager

Ward/Superward: Citywide

Approved: 
Marcus D. Jones, City Manager

Item Number:

R-7

I. **Recommendation:** Adopt Ordinance

II. **Applicant:** City of Norfolk

III. **Description**

An ordinance to approve and amend Norfolk City Code, Chapter 42, Article I, so as to authorize a permit process and standards for the installation of way finding signs in the public right-of-way consistent with the integrated directional signing program of the Virginia Department of Transportation ("VDOT").

IV. **Analysis**

This ordinance establishes a process for review and approval of VDOT IDSP-related "trailblazer" signs administratively and including standards for review and approval. The Integrated Directional Sign Program ("IDSP") is an umbrella program comprised of four unique sign types designed to guide motorists to various essential services, businesses, attractions, tourist destinations and other points of interest. The IDSP provides interested establishments a single point of contact to apply for signs along state-maintained highways. There will be a \$150 annual fee, which is the same rate that the State uses if a trailblazer sign is approved on a State highway.

V. **Financial Impact**
N/A

VI. **Environmental**
N/A

VII. Community Outreach/Notification

Public notification for this agenda item was conducted through the City of Norfolk's agenda notification process.

VIII. Board/Commission Action

N/A

IX. Coordination/Outreach

This letter has been coordinated with the Department of Development, Public Works, City Attorney's Office and the City Manager's office.

Form and Correctness Approved:

By

Office of the City Attorney

Contents Approved:

By

DEPT.

NORFOLK, VIRGINIA

ORDINANCE No.

AN ORDINANCE TO AMEND CHAPTER 42, ARTICLE I OF THE CODE OF THE CITY OF NORFOLK, VIRGINIA, 1979, SO AS TO AUTHORIZE A PERMIT PROCESS AND STANDARDS FOR THE INSTALLATION OF WAYFINDING SIGNS IN THE PUBLIC RIGHT-OF-WAY CONSISTENT WITH THE INTEGRATED DIRECTIONAL SIGNING PROGRAM OF THE VIRGINIA DEPARTMENT OF TRANSPORTATION.

- - -

BE IT ORDAINED by the Council of the City of Norfolk:

Section 1:- That Chapter 42, Article I of the Norfolk City Code, 1979, shall be amended by adding a new section, to be designated at Section 42-10.1, so as to authorize a permit process and standards of review for the installation of wayfinding signs in the public right-of-way consistent with the Integrated Directional Sign Program (IDSP) of the Virginia Department of Transportation. The new section shall read as follows:

Sec. 42-10.1 Administrative approval of certain installations in the right-of-way.

(a) *Definitions.* The following words when used in this section shall, for the purpose of this section, have the following meanings ascribed to them:

Integrated Directional Signing Program (IDSP) shall mean that program administered by the Virginia Department of Transportation or its agents designed to provide information to the motoring public by means of signs installed along any state highway relating to gasoline and motor vehicle services, food, lodging, attractions, or other categories as defined by the program.

Interstate shall mean any highway in or component of the interstate system.

Interstate system shall mean the same as that

term is defined in 23 U.S.C. § 103(c). The interstate system also includes highways or highway segments in the Commonwealth that constitute a part of the Dwight D. Eisenhower National System of Interstate and Defense Highways as authorized and designated in accordance with § 7 of the Federal-Aid Highway Act of 1944 and § 108(a) of the Federal-Aid Highway Act of 1956 and are declared by resolution of the Commonwealth Transportation Board to be portions of the interstate system.

State highway shall mean any highway in or component of the state highway system.

State highway system shall mean that system consisting of all public highways, causeways, bridges, landings, and wharves that are either under the jurisdiction and control of the Commonwealth Transportation Board or that have been accepted by the Virginia Department of Transportation for supervision and maintenance.

Wayfinding sign shall mean any sign located in any public right-of-way within the City along a portion that is not part of the state highway system which provides directional information to motorists about a specific facility or establishment that is (i) identified on signage approved through the IDSP, (ii) classified as an "attraction" under the IDSP, and (iii) installed along an interstate or other controlled-access state highway. A wayfinding sign may also be known as a trailblazer sign.

(b) *Permit for installation of wayfinding signs.* Notwithstanding the general prohibitions set forth in section 42-10, the city manager or his designee is authorized to approve the installation of a wayfinding sign allowing it to encroach in the public right-of-way in order to aid the navigation of vehicular tourist traffic associated with facilities or establishments located within the city and identified by IDSP signage. Such approval shall only be granted in accordance with the standards set forth below, shall be documented by issuance of a permit, and shall require the permittee and owner or operator of the referenced facility or establishment to comply with the following conditions:

- (1) The owner or operator of the facility or establishment to which the sign refers shall pay an annual fee of \$150 per sign for the right to encroach in the public right-of-way and for other administrative and maintenance costs associated with the sign;
- (2) The owner or operator of the facility or establishment to which the sign refers shall maintain the sign's structural integrity, the security of the fasteners used for installation, and the visibility of the sign face and shall remove any markings or other additions to the sign face or back, including graffiti, that are not part of the original image or text as approved through the Virginia Department of Transportation's IDSP.
- (3) In the event that the installation presents any risk or interference with any matter of public health, safety or welfare or for any other public necessity, upon the request of the director of public works or his designee the owner or operator of the facility or establishment shall promptly remove the sign at his own expense;
- (4) In the event that the facility or establishment to which the sign refers is closed or moved, then the owner or operator of such facility or establishment shall remove the sign from its approved location within ten (10) days of the date of closing or moving;
- (5) In the event that permission allowing the sign is revoked, any ownership interest in the installation and elements associated therewith shall be considered abandoned and may be removed by the city without further notice; and
- (6) The owner or operator of the facility or establishment to which the sign refers shall hold and save the city, its agents, and employees harmless from any and all liability of any nature and shall indemnify the city against any loss whatsoever incurred by reason

of the existence or maintenance of the sign.

(c) *Permit review.* The application for a wayfinding sign permit shall be submitted to the department of public works and shall be issued when it is determined that all of the following criteria are met:

- (1) The owner or operator of the facility or establishment to which the sign refers has consented to and signed the application for the permit and acknowledge understanding of the conditions recited in subsection (b) above.
- (2) The sign, including all construction materials, content, size, and appearance, has been approved through the Virginia Department of Transportation's IDSP;
- (3) The proposed location for the sign has been approved by the City's Department of Public Works;
- (4) The sign shall be installed in accordance with durability and construction standards established or adopted by the Department of Public Works;
- (5) No more than three (3) signs referring to the same facility or establishment are permitted within the City's corporate limits; and
- (6) The installation will not cause any obstruction, hazard, nuisance, or risk of injury to person or property when properly installed and maintained.

(d) *Status of permit.* Any permit issued for a wayfinding sign pursuant to this section shall constitute a license only and shall be revocable by the city at any time.

Section 2:- That this ordinance shall be in effect from the date of its adoption.